This listing of claims will replace all prior versions, and listings, of claims in the application:

1   Claim 1 (currently amended):   A method for ~~comparing~~
2   facilitating the comparison of different ad landing pages, the
3   method comprising:
4   a)   for an ad to be served, automatically selecting one of
5   a plurality of candidate ad landing pages;
6   b)   automatically assembling the ad to include a link to
7   the selected ad landing page;
8   c)   serving the assembled ad; and
9   d)   tracking, ~~on a per-ad-landing-page basis,~~ a performance
10   of the ad in combination with the automatically selected ad
11   landing page.

1   Claim 2 (currently amended):   The method of claim 1 wherein the
2   act of automatically selecting one of a plurality of candidate
3   ad landing pages is performed in a round-robin manner.

1   Claim 3 (currently amended):   The method of claim 1 wherein the
2   act of automatically selecting one of a plurality of candidate
3   ad landing pages is performed using a random selection function.

1   Claim 4 (currently amended):   The method of claim 1 wherein the
2   performance of the ad in combination with the automatically
3   selected ad landing page tracked is at least one of conversion
4   per impression performance, conversion per selection
5   performance, sales per ad selection, sales per ad impression,
6   earnings per ad selection, and earnings per ad impression.

1   Claim 5 (currently amended):   The method of claim 1 further
2   comprising:

2

3   e)   determining whether or not to <u>automatically</u> designate
4   one of the plurality of candidate ad landing pages using <u>a</u>
5   <u>comparison of</u> their respective performance and an
6   auto-designation policy; and
7   f)   <u>automatically</u> designating the one of the plurality of
8   candidate ad landing pages if it was determined to
9   designate it.

1 Claim 6   (currently amended):   The method of claim 5 wherein the
2 performance of the ad <u>in combination with the automatically</u>
3 <u>selected ad landing page</u> tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 7 (currently amended):   The method of claim 1 further
2 comprising:
3   e)   accepting a request for performance information <u>of the</u>
4   <u>ad</u>; and
5   f)   providing the ~~per landing page~~ performance information
6   <u>of the ad for each of the plurality of candidate ad landing</u>
7   <u>pages with which the ad was served</u> to the requester.

1 Claim 8 (currently amended):   The method of claim 7 wherein the
2 ~~per landing page~~ performance <u>information of the ad</u> provided <u>for</u>
3 <u>each of the plurality of candidate ad landing pages with which</u>
4 <u>the ad was served,</u> is at least one of conversion per impression
5 performance, conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad selection,
7 and earnings per ad impression.

3

1 Claim 9 (currently amended): The method of claim ±̶ 7 further
2 comprising:
3   e̶)̶ g) accepting a manual ad landing page designation
4   instruction; and
5   f̶)̶ h) designating one of the plurality of candidate ad
6   landing pages using the manual ad landing page designation
7   instruction.

1 Claim 10 (currently amended): The method of claim 9 wherein
2 the performance of the ad <u>in combination with the automatically</u>
3 <u>selected ad landing page</u> tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 11 (currently amended): The method of claim 1 further
2 comprising:
3   e) normalizing the p̶e̶r̶ ̶a̶d̶ ̶l̶a̶n̶d̶i̶n̶g̶ ̶p̶a̶g̶e̶ ̶a̶d̶ performance <u>of</u>
4   <u>the ad in combination with the automatically selected ad</u>
5   <u>landing page</u> to remove ad landing page independent factors
6   that may influence the ad performance.

1 Claim 12 (original): The method of claim 1 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

4

1   Claim 13 (currently amended): A method for ~~comparing~~

2 <u>facilitating the comparison of</u> different {ad landing page, ad

3 creative} combinations, the method comprising:

4   a) for an ad to be served, <u>automatically</u> selecting one of

5   a plurality of candidate {ad landing page, ad creative}

6   combinations, at least some of the combinations including

7   different ad landing pages;

8   b) <u>automatically</u> assembling the ad to include the selected

9   ad creative and the selected ad landing page of the

10   selected {ad landing page, ad creative} combination;

11   c) serving the assembled ad; and

12   d) tracking~~, on a per {ad landing page, ad creative}~~

13   ~~combination basis,~~ a performance of the ad <u>in combination</u>

14   <u>with the automatically selected {ad landing page, ad</u>

15   <u>creative} combinations</u>.

1   Claim 14 (currently amended): The method of claim 13 wherein

2 the performance of the ad <u>in combination with the automatically</u>

3 <u>selected {ad landing page, ad creative} combinations</u> tracked is

4 at least one of conversion performance, sales per ad selection,

5 sales per ad impression, earnings per ad selection, and earnings

6 per ad impression.

1   Claim 15 (original): The method of claim 13 wherein the

2 plurality of candidate ad landing pages are different in at

3 least one of the following (A) different information, (B)

4 different products offered for sale, (C) different services

5 offered for sale, (D) different product prices, (E) different

6 service prices, (F) different formatting, and (G) different

7 shipping charges.

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1   Claim 16 (currently amended): A method for ~~comparing~~
2   facilitating the comparison of different {ad landing page, ad
3   serving criteria} combinations, the method comprising:
4   a)   for an ad to be served, automatically selecting one of
5   a plurality of candidate {ad landing page, ad serving
6   criteria} combinations, at least some of the combinations
7   including different ad landing pages;
8   b)   automatically assembling the ad to include the selected
9   ad landing page of the selected {ad landing page, ad
10   serving criteria} combination;
11   c)   serving the assembled ad; and
12   d)   tracking~~, on a per {ad landing page, ad serving~~
13   ~~criteria} combination basis,~~ a performance of the ad in
14   combination with the automatically selected {ad landing
15   page, ad serving criteria} combination.

1   Claim 17 (currently amended): The method of claim 16 wherein
2   the performance of the ad in combination with the automatically
3   selected {ad landing page, ad serving criteria} combination
4   tracked is at least one of conversion performance, sales per ad
5   selection, sales per ad impression, earnings per ad selection,
6   and earnings per ad impression.

1   Claim 18 (original): The method of claim 16 wherein the
2   plurality of candidate ad landing pages are different in at
3   least one of the following (A) different information, (B)
4   different products offered for sale, (C) different services
5   offered for sale, (D) different product prices, (E) different
6   service prices, (F) different formatting, and (G) different
7   shipping charges.

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1 Claim 19 (currently amended): A method for ~~comparing~~

2 facilitating the comparison of different types of ad landing

3 pages, the method comprising:

4   a) for an ad to be served, automatically selecting one of

5   a plurality of candidate ad landing pages, wherein each of

6   the plurality of candidate ad landing pages has a different

7   type;

8   b) automatically assembling the ad to include the selected

9   ad landing page;

10   c) serving the assembled ad; and

11   d) tracking~~, on a per ad landing page type basis,~~ a

12   performance of a set of ads in combination with the type of

13   automatically selected ad landing page.

1 Claim 20 (original): The method of claim 19 wherein the

2 different types of ad landing pages have different formatting

3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for ~~comparing~~

2 facilitating the comparison of different ad landing pages, the

3 apparatus comprising:

4   a) means for automatically selecting one of a plurality of

5   candidate ad landing pages for an ad to be served;

6   b) means for automatically assembling the ad to include a

7   link to the selected ad landing page;

8   c) means for serving the assembled ad; and

9   d) means for tracking~~, on a per ad landing page basis,~~ a

10   performance of the ad in combination with the automatically

11   selected ad landing page.

1   Claim 29 (currently amended): The apparatus of claim 28 wherein
2   the means for <u>automatically</u> selecting one of a plurality of
3   candidate ad landing pages performs the selection in a
4   round-robin manner.

1   Claim 30 (currently amended): The apparatus of claim 28 wherein
2   the means for <u>automatically</u> selecting one of a plurality of
3   candidate ad landing pages performs the selection using a random
4   selection function.

1   Claim 31 (currently amended): The apparatus of claim 28
2   wherein the performance of the ad <u>in combination with the</u>
3   <u>automatically selected ad landing page</u> tracked is at least one
4   of conversion per impression performance, conversion per
5   selection performance, sales per ad selection, sales per ad
6   impression, earnings per ad selection, and earnings per ad
7   impression.

1   Claim 32 (currently amended): The apparatus of claim 28 further
2   comprising:
3   e) means for determining whether or not to <u>automatically</u>
4   designate one of the plurality of candidate ad landing
5   pages using <u>a comparison of</u> their respective performance
6   and an auto-designation policy; and
7   f) means for <u>automatically</u> designating the one of the
8   plurality of candidate ad landing pages if it was
9   determined to designate it.

1   Claim 33 (currently amended): The apparatus of claim 32
2   wherein the performance of the ad <u>in combination with the</u>
3   <u>automatically selected ad landing page</u> tracked is at least one
4   of conversion per impression performance, conversion per

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5   selection performance, sales per ad selection, sales per ad

6   impression, earnings per ad selection, and earnings per ad

7   impression.

1   Claim 34 (currently amended): The apparatus of claim 28 further

2   comprising:

3   e) means for accepting a request for performance

4   information of the ad; and

5   f) means for providing the ~~per landing page~~ performance

6   information of the ad for each of the plurality of

7   candidate ad landing pages with which the ad was served to

8   the requester.

1   Claim 35   (currently amended): The apparatus of claim 34

2   wherein the ~~per landing page~~ performance information of the ad

3   provided for each of the plurality of candidate ad landing pages

4   with which the ad was served, is at least one of conversion per

5   impression performance, conversion per selection performance,

6   sales per ad selection, sales per ad impression, earnings per ad

7   selection, and earnings per ad impression.

1   Claim 36 (currently amended): The apparatus of claim ~~28~~ 34

2   further comprising:

3   ~~e)~~ g) means for accepting a manual ad landing page

4   designation instruction; and

5   ~~f)~~ h) means for designating one of the plurality of

6   candidate ad landing pages using the manual ad landing page

7   designation instruction.

1   Claim 37   (currently amended): The apparatus of claim 36

2   wherein the performance of the ad in combination with the

3   automatically selected ad landing page tracked is at least one

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4 of conversion per impression performance, conversion per
5 selection performance, sales per ad selection, sales per ad
6 impression, earnings per ad selection, and earnings per ad
7 impression.

1 Claim 38 (currently amended): The apparatus of claim 28 further
2 comprising:
3   e) means for normalizing the ~~per-ad-landing-page-ad~~
4   performance <u>of the ad in combination with the automatically</u>
5   <u>selected ad landing page</u> to remove ad landing page
6   independent factors that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for ~~comparing~~
2 <u>facilitating the comparison of</u> different {ad landing page, ad
3 creative} combinations, the apparatus comprising:
4   a) means for <u>automatically</u> selecting one of a plurality of
5   candidate {ad landing page, ad creative} combinations for
6   an ad to be served, at least some of the combinations
7   including different ad landing pages;
8   b) means for <u>automatically</u> assembling the ad to include
9   the selected ad creative and the selected ad landing page
10   of the selected {ad landing page, ad creative} combination;
11   c) means for serving the assembled ad; and

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12 d) means for tracking, on a per {ad landing page, ad
13 creative} combination basis, a performance of the ad in
14 combination with the automatically selected {ad landing
15 page, ad creative} combinations.

1 Claim 41 (currently amended): The apparatus of claim 40 wherein
2 the performance of the ad in combination with the automatically
3 selected {ad landing page, ad creative} combinations tracked is
4 at least one of conversion performance, sales per ad selection,
5 sales per ad impression, earnings per ad selection, and earnings
6 per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for comparing
2 facilitating the comparison of different {ad landing page, ad
3 serving criteria} combinations, the apparatus comprising:
4   a) means for automatically selecting one of a plurality of
5   candidate {ad landing page, ad serving criteria}
6   combinations for an ad to be served, at least some of the
7   combinations including different ad landing pages;
8   b) means for automatically assembling the ad to include
9   the selected ad landing page of the selected {ad landing
10   page, ad serving criteria} combination;
11   c) means for serving the assembled ad; and

11

12   d)   means for tracking, on a per (ad landing page, ad
13   serving criteria) combination basis, a performance of the
14   ad in combination with the automatically selected {ad
15   landing page, ad serving criteria} combination.

1   Claim 44 (currently amended): The apparatus of claim 43 wherein
2   the performance of the ad in combination with the automatically
3   selected {ad landing page, ad serving criteria} combination
4   tracked is at least one of conversion performance, sales per ad
5   selection, sales per ad impression, earnings per ad selection,
6   and earnings per ad impression.

1   Claim 45 (original): The apparatus of claim 43 wherein the
2   plurality of candidate ad landing pages are different in at
3   least one of the following (A) different information, (B)
4   different products offered for sale, (C) different services
5   offered for sale, (D) different product prices, (E) different
6   service prices, (F) different formatting, and (G) different
7   shipping charges.

1   Claim 46 (currently amended): Apparatus for comparing
2   facilitating the comparison of different types of ad landing
3   pages, the apparatus comprising:
4   a)   means for automatically selecting one of a plurality of
5   candidate ad landing pages, wherein each of the plurality
6   of candidate ad landing pages has a different type, for an
7   ad to be served;
8   b)   means for automatically assembling the ad to include
9   the selected ad landing page;
10   c)   means for serving the assembled ad; and

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11   d) means for tracking~~, on a per ad landing page type~~
12   ~~basis,~~ a performance of a set of ads <u>in combination with</u>
13   <u>the type of the automatically selected ad landing page</u>.

1   Claim 47 (original): The apparatus of claim 46 wherein the
2   different types of ad landing pages have different formatting
3   styles.

Claims 48-54 (canceled)

1   Claim 55 (new): A method for facilitating the comparison of at
2   least two different ad landing pages, the method comprising:
3   a) for an ad to be served at a first time
4   i)   automatically selecting a first ad landing page
5   from a plurality of candidate ad landing pages, and
6   ii) serving an instance of the ad with a link to the
7   first ad landing page;
8   b) for the ad to be served a second time
9   i)   automatically selecting a second ad landing
10   page, different from the previously selected first ad
11   landing page, from the plurality of candidate ad
12   landing pages, and
13   ii) serving an instance of the ad with a link to the
14   second ad landing page;
15   c) tracking the performance of instances of the ad having a
16   link to the first ad landing page; and
17   d) tracking the performance of instances of the ad having a
18   link to the second ad landing page.

1   Claim 56 (new): Apparatus for facilitating the comparison of at
2   least two different ad landing pages, the apparatus comprising:
3   a) means for automatically selecting

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4   i) for an ad to be served at a first time, a first ad

5   landing page from a plurality of candidate ad landing

6   pages, and

7   ii) for the ad to be served a second time, a second ad

8   landing page, different from the previously selected

9   first ad landing page, from the plurality of candidate

10   ad landing pages;

11   b) means for serving

12   i) an instance of the ad with a link to the first ad

13   landing page, and

14   ii) an instance of the ad with a link to the second

15   ad landing page; and

16   c) means for separately tracking the performance of

17   i) instances of the ad having a link to the first ad

18   landing page, and

19   ii) instances of the ad having a link to the second

20   ad landing page.